

Abstract

Title: **Possibilities of product placement cooperation with FTVS UK**

Objectives: The aim of this work is to analyze existing offer for potential sponsors, who in future can cooperate with FTVS UK. Side goal is to create the PEST and the SWOT analyses of the Outdoor sports department, as chosen member of FTVS UK.

Methods: In this thesis we used a method of the SWOT and the PEST analysis and the analysis of the documents. These methods are applied on the Outdoor sports department.

Results: Final offer contains all meaningful and significant information about the Outdoor sports department of FTVS UK which can be used, when creating cooperation with potential partners.

Keywords: partnership, promotion, product placement, sponsorship